

Rep Order# 9819184 Ver# 3 Status Revised
EC'd Yes

Traffic Order#

Printed: 09/17/2012 8:11 AM
Last Received: 09/14/2012 4:07 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA :60S
Estimate# 1775
Buyer Meredith Kaufman
Phone#
Fax#

56658
Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1775
Flight Dates 09/15/2012 - 09/21/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-CHANGES LINES 21,23. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*21	M-F	5P-530P	NEWS	P3 :60	\$700.00	09/17-09/21	1	1	1	\$700.00	
		Sales Remark: V3 TP CHG V3 Time Changed, Comment Changed										
	*23	M-F	6P-630P	NEWS	P2 :60	\$1,800.00	09/17-09/21	1	1	1	\$1,800.00	
		Sales Remark: V3 TP CHG V3 Time Changed, Comment Changed										

---REPORT TOTALS---

Report Totals: 2 / \$2,500.00

---SALES MONTHLY TOTALS---

Sep 12: 56 / \$94,110.00
Sales Totals: 56 / \$94,110.00
Station Totals: 56 / \$94,110.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$216,444	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPC	16%
		WKRC	43%	WLWT	22%	WSTR	2%	WXIX	14%		

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Books null
Demos RA35+

Rep Order# 9819184 Ver# 1 Status New
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--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M-TH	430A-5A	GOOD MORNING CINCY @ 430A	:60	\$50.00	09/17-09/20	1 P4	1	1	\$50.00	
	2	M-F	5A-530A	GOOD MORNING CINCY @ 5A	:60	\$220.00	09/17-09/21	1 P4	1	1	\$220.00	
	3	M-F	530A-6A	GOOD MORNING CINCY @ 5A	:60	\$220.00	09/17-09/21	1 P4	1	1	\$220.00	
	4	M-F	6A-7A	GOOD MORNING CINCINNATI	:60	\$900.00	09/17-09/21	2 P2	1	2	\$1,800.00	
	5	M-F	7A-9A	THE EARLY SHOW	:60	\$450.00	09/17-09/21	4 P2	1	4	\$1,800.00	
	6	SA	6A-7A	12 NEWS SATURDAY	:60	\$250.00	09/15-09/15	1 P3	1	1	\$250.00	
	7	SA	7A-8A	12 NEWS SATURDAY	:60	\$250.00	09/15-09/15	1 P3	1	1	\$250.00	
	8	SA	8A-10A	SATURDAY EARLY SHOW	:60	\$700.00	09/15-09/15	1 P2	1	1	\$700.00	
	9	SU	9A-1030A	CBS SUNDAY MORNING	:60	\$900.00	09/16-09/16	1 P2	1	1	\$900.00	
10	11	M-F	9A-10A	THE DOCTORS	:60	\$200.00	09/17-09/21	2 P4	1	2	\$400.00	
11	12	M-F	10A-11A	ANDERSON	:60	\$200.00	09/17-09/21	2 P4	1	2	\$400.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	12	13	M-F	11A-12P PRICE IS RIGHT	:60	\$900.00	09/17-09/21	2 P2	1	2	\$1,800.00	
	13	14	M-F	12P-1230P 12 NEWS AT NOON	:60	\$1,000.00	09/17-09/21	2 P2	1	2	\$2,000.00	
	14	15	M-F	1230P-130P YOUNG N RESTLESS	:60	\$800.00	09/17-09/21	2 P2	1	2	\$1,600.00	
	15	16	M-F	130P-2P BOLD N BEAUTIFUL	:60	\$800.00	09/17-09/21	2 P2	1	2	\$1,600.00	
	16	17	M-F	2P-3P THE TALK	:60	\$700.00	09/17-09/21	2 P2	1	2	\$1,400.00	
	17	18	M-F	3P-4P LET'S MAKE A DEAL	:60	\$700.00	09/17-09/21	2 P2	1	2	\$1,400.00	
	18	19	M-F	4P-5P NEWS AT 4	:60	\$600.00	09/17-09/21	2 P3	1	2	\$1,200.00	
	19	20	M-F	5P-527P 12 NEWS AT 5P	:60	\$700.00	09/17-09/21	1 P3	1	1	\$700.00	
	20	21	M-F	530P-6P NEWS	:60	\$700.00	09/17-09/21	1	1	1	\$700.00 *	
	21	22	M-F	6P-630P NEWS	:60	\$1,800.00	09/17-09/21	1 P2	1	1	\$1,800.00	
	22	23	M-F	630P-7P NEWS	:60	\$1,800.00	09/17-09/21	1	1	1	\$1,800.00 *	
	23	24	SA	6P-630P 12 NEWS	:60	\$300.00	09/15-09/15	1 P4	1	1	\$300.00	
	24	25	SU	630P-7P LOCAL 12 NEWS	:60	\$500.00	09/16-09/16	1 P4	1	1	\$500.00	
	25	26	M-F	7P-730P INSIDE EDITION	:60	\$1,700.00	09/17-09/21	3 P2	1	3	\$5,100.00	
	26	27	M-F	727P-8P ENT. TONITE	:60	\$1,700.00	09/17-09/21	3 P2	1	3	\$5,100.00	
	27	29	SA-F	11P-1135P 12 NEWS AT 11P	:60	\$1,600.00	09/15-09/21	2 P3	1	2	\$3,200.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart	
	28	30	M-F	1136P-1236A	DAVID LETTERMAN	:60	\$500.00	09/17-09/21	2 P3	1	2	\$1,000.00	
	29	31	M-F	1236A-136A	LATE LATE SHOW	:60	\$120.00	09/17-09/21	1 P3	1	1	\$120.00	
	30	32	SA	1135P-1205A	BENGALS NATION	:60	\$400.00	09/15-09/15	1 P3	1	1	\$400.00	
	31	33	W	8P-9P	SURVIVOR	:60	\$4,000.00	09/19-09/19	1 P4	1	1	\$4,000.00	
	32	34	W	9P-10P	CRIMINAL MINDS	:60	\$10,000.00	09/19-09/19	1 P2	1	1	\$10,000.00	
	33	35	F	10P-11P	BLUE BLOODS	:60	\$5,000.00	09/21-09/21	1 P2	1	1	\$5,000.00	
	34	36	SU	7P-8P	60 MINUTES	:60	\$2,800.00	09/16-09/16	1 P3	1	1	\$2,800.00	
	35	37	SU	12P-1P	NFL TODAY	:60	\$2,400.00	09/16-09/16	1 P3	1	1	\$2,400.00	
	36	38	SU	1P-4P	BENGALS V BROWNS	:60	\$30,000.00	09/16-09/16	1 P2	1	1	\$30,000.00	
	37	39	SA	330P-7P	SEC FOOTBALL	:60	\$1,200.00	09/15-09/15	1 P3	1	1	\$1,200.00	

---REPORT TOTALS---

Report Totals: 56 / \$94,110.00

---SALES MONTHLY TOTALS---

Sep 12: 56 / \$94,110.00

Sales Totals: 56 / \$94,110.00

Station Totals: 56 / \$94,110.00

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Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$216,444	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPC	16%
		WKRC	43%	WLWT	22%	WSTR	2%	WXIX	14%		

Books null
Demos RA35+

Spot Manager: All, 09/15/12-09/21/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 56658												
Line: 1												
09/19/12	Wednesday	4:46:18 XM	1:00	\$50.00		430-5a News	4:30 XM-5:00 XM	OBAMA :60S	1775	P-4	1	MWASH-
											1	
Line: 2												
09/18/12	Tuesday	5:13:59 AM	1:00	\$220.00	OFA-12-	5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	OBAMA :60S	1775	P-4	1	MWASH-
											1	
Line: 3												
09/19/12	Wednesday	5:51:04 AM	1:00	\$220.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	OBAMA :60S	1775	P-4	1	MWASH-
											1	
Line: 4												
09/18/12	Tuesday	6:20:28 AM	1:00	\$900.00	OFA-12-	6a Good Morn Cincinna	(6:00:00 AM-7:00:00 A	OBAMA :60S	1775	P-2	1	MWASH-
09/19/12	Wednesday	6:13:12 AM	1:00	\$900.00		6a Good Morn Cincinna	(6:00:00 AM-7:00:00 A	OBAMA :60S	1775	P-2	2	MWASH-
											2	
Line: 5												
09/18/12	Tuesday	7:37:05 AM	1:00	\$450.00	OFA-12-	CBS This Morning	7:00 AM-9:00 AM	OBAMA :60S	1775	P-2	3	MWASH-
09/19/12	Wednesday	7:45:25 AM	1:00	\$450.00		CBS This Morning	7:00 AM-9:00 AM	OBAMA :60S	1775	P-2	1	MWASH-
09/20/12	Thursday	7:45:40 AM	1:00	\$450.00		CBS This Morning	7:00 AM-9:00 AM	OBAMA :60S	1775	P-2	2	MWASH-
09/21/12	Friday	7:53:45 AM	1:00	\$450.00		CBS This Morning	7:00 AM-9:00 AM	OBAMA :60S	1775	P-2	4	MWASH-
											4	
Line: 6												
09/15/12	Saturday	6:38:23 AM	1:00	\$250.00	OFA-12-	6a-8a Local 12 News S	(6:00:00 AM-7:00:00 A	OBAMA :60S	1775	P-3	1	MWASH-
											1	
Line: 7												
09/15/12	Saturday	7:58:05 AM	1:00	\$250.00	OFA-12-	6a-8a Local 12 News S	(7:00:00 AM-8:00:00 A	OBAMA :60S	1775	P-3	1	MWASH-
											1	
Line: 8												
09/15/12	Saturday	8:23:27 AM	1:00	\$700.00	OFA-12-	CBS This Morning Satu	(8:00:00 AM-10:00:00	OBAMA :60S	1775	P-2	1	MWASH-
											1	
Line: 9												
09/16/12	Sunday	9:48:00 AM	1:00	\$900.00	OFA-12-	CBS Sun Morning	9:00 AM-10:30 AM	OBAMA :60S	1775	P-2	1	MWASH-
											1	
Line: 10												
09/18/12	Tuesday	9:16:10 AM	1:00	\$200.00	OFA-12-	M-F 9a-10a	9:00 AM-10:00 AM	OBAMA :60S	1775	P-4	2	MWASH-
09/20/12	Thursday	9:07:50 AM	1:00	\$200.00		M-F 9a-10a	9:00 AM-10:00 AM	OBAMA :60S	1775	P-4	1	MWASH-
											2	
Line: 11												
09/18/12	Tuesday	10:15:40 AM	1:00	\$200.00	OFA-12-	M-F 10a-11a	10:00 AM-11:00 AM	OBAMA :60S	1775	P-4	2	MWASH-
09/21/12	Friday	10:41:45 AM	1:00	\$200.00		M-F 10a-11a	10:00 AM-11:00 AM	OBAMA :60S	1775	P-4	1	MWASH-
											2	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/15/12-09/21/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 56658												
Line: 12												
09/19/12	Wednesday		1:00	\$900.00		The Price is Right	11:00 AM-12:00 PM	OBAMA :60S	1775	P-2	1	MWASH-
09/21/12	Friday	1:28:41 AM	1:00	\$900.00		The Price is Right	11:00 AM-12:00 PM	OBAMA :60S	1775	P-2	2	MWASH-
											2	
Line: 13												
09/18/12	Tuesday	12:15:51 PM	1:00	\$1,000.00	OFA-12-	Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA :60S	1775	P-2	2	MWASH-
09/19/12	Wednesday	12:21:34 PM	1:00	\$1,000.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA :60S	1775	P-2	1	MWASH-
											2	
Line: 14												
09/19/12	Wednesday	12:58:51 PM	1:00	\$800.00		Young & the Restless	12:30 PM-1:30 PM	OBAMA :60S	1775	P-2	2	MWASH-
09/20/12	Thursday	12:58:41 PM	1:00	\$800.00		Young & the Restless	12:30 PM-1:30 PM	OBAMA :60S	1775	P-2	1	MWASH-
											2	
Line: 15												
09/19/12	Wednesday	12:28:41 PM	1:00	\$800.00		Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA :60S	1775	P-2	1	MWASH-
09/20/12	Thursday		1:00	\$800.00		Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA :60S	1775	P-2	2	MWASH-
											2	
Line: 16												
09/18/12	Tuesday	2:28:41 PM	1:00	\$700.00	OFA-12-	The Talk	2:00 PM-3:00 PM	OBAMA :60S	1775	P-2	1	MWASH-
09/21/12	Friday	2:28:41 PM	1:00	\$700.00		The Talk	2:00 PM-3:00 PM	OBAMA :60S	1775	P-2	2	MWASH-
											2	
Line: 17												
09/18/12	Tuesday	3:58:47 PM	1:00	\$700.00	OFA-12-	Let's Make a Deal	3:00 PM-4:00 PM	OBAMA :60S	1775	P-2	2	MWASH-
09/21/12	Friday	3:58:32 PM	1:00	\$700.00		Let's Make a Deal	3:00 PM-4:00 PM	OBAMA :60S	1775	P-2	1	MWASH-
											2	
Line: 18												
09/18/12	Tuesday	4:51:36 PM	1:00	\$600.00	OFA-12-	4p Local 12 News at Fo	4:00:00 PM-5:00:00 PM	OBAMA :60S	1775	P-3	1	MWASH-
09/19/12	Wednesday	4:28:36 PM	1:00	\$600.00		4p Local 12 News at Fo	4:00:00 PM-5:00:00 PM	OBAMA :60S	1775	P-3	2	MWASH-
											2	
Line: 19												
09/20/12	Thursday	5:20:32 PM	1:00	\$700.00		5p Local 12 News at Fiv	5:00:00 PM-5:27:00 PM	OBAMA :60S	1775	P-3	1	MWASH-
											1	
Line: 20												
09/20/12	Thursday		1:00	\$700.00		5p Local 12 News at Fiv	5:00:00 PM-5:30:00 PM	OBAMA :60S	1775	P-3	1	MWASH-
											1	
Line: 21												
09/19/12	Wednesday	6:12:23 PM	1:00	\$1,800.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA :60S	1775	P-2	1	MWASH-
											1	
Line: 22												
09/18/12	Tuesday	6:28:46 PM	1:00	\$1,800.00	OFA-12-	6p Local 12 News at Six	6p-630p	OBAMA :60S	1775	P-2	1	MWASH-

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/15/12-09/21/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: WKRC-TV

Order: 56658

Line: 22

				\$1,800.00							1	
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Line: 23

09/15/12	Saturday	1:00	\$300.00	6pm Local 12 News Sat 6:00 PM-6:30 PM		OBAMA :60S	1775	P-4		1	MWASH
			\$300.00							1	

Line: 24

09/16/12	Sunday	1:00	\$500.00	630p Local 12 News Su 6:30 PM-7:00 PM		OBAMA :60S	1775	P-4		1	MWASH
			\$500.00							1	

Line: 25

09/18/12	Tuesday	7:04:26 PM	1:00	\$1,700.00	OFA-12- M-F 7p-730p	7:00 PM-7:30 PM	OBAMA :60S	1775	P-2		2	MWASH
09/19/12	Wednesday	7:04:56 PM	1:00	\$1,700.00	M-F 7p-730p	7:00 PM-7:30 PM	OBAMA :60S	1775	P-2		3	MWASH
09/20/12	Thursday	7:04:56 PM	1:00	\$1,700.00	M-F 7p-730p	7:00 PM-7:30 PM	OBAMA :60S	1775	P-2		1	MWASH
				\$5,100.00							3	

Line: 26

09/18/12	Tuesday	7:51:14 PM	1:00	\$1,700.00	OFA-12- M-F 730p-8p	7:27 PM-8:00 PM	OBAMA :60S	1775	P-2		2	MWASH
09/19/12	Wednesday	7:50:59 PM	1:00	\$1,700.00	M-F 730p-8p	7:27 PM-8:00 PM	OBAMA :60S	1775	P-2		3	MWASH
09/20/12	Thursday	7:42:37 PM	1:00	\$1,700.00	M-F 730p-8p	7:27 PM-8:00 PM	OBAMA :60S	1775	P-2		1	MWASH
				\$5,100.00							3	

Line: 27

09/18/12	Tuesday	11:26:56 PM	1:00	\$1,600.00	OFA-12- 11p M-Su Local 12 New	11:00 PM-11:35 PM	OBAMA :60S	1775	P-3		1	MWASH
09/19/12	Wednesday	11:34:00 PM	1:00	\$1,600.00	11p M-Su Local 12 New	11:00 PM-11:35 PM	OBAMA :60S	1775	P-3		2	MWASH
				\$3,200.00							2	

Line: 28

09/19/12	Wednesday	12:25:00 XM	1:00	\$500.00	Letterman	11:36 PM-12:36 XM	OBAMA :60S	1775	P-3		1	MWASH
09/21/12	Friday	12:46:15 PM	1:00	\$500.00	Letterman	11:36 PM-12:36 XM	OBAMA :60S	1775	P-3		2	MWASH
				\$1,000.00							2	

Line: 29

09/18/12	Tuesday	12:48:35 XM	1:00	\$120.00	OFA-12- Late Late Show	12:36 XM-1:36 XM	OBAMA :60S	1775	P-3		1	MWASH
				\$120.00							1	

Line: 30

09/15/12	Saturday	12:04:04 XM	1:00	\$400.00	OFA-12- Sat Late Fringe Rotator	11:35 PM-12:05 XM	OBAMA :60S	1775	P-3		1	MWASH
				\$400.00							1	

Line: 31

09/19/12	Wednesday	8:58:51 PM	1:00	\$4,000.00	Wed Reg 1	8:00 PM-9:00 PM	OBAMA :60S	1775	P-4		1	MWASH
				\$4,000.00							1	

Line: 32

09/19/12	Wednesday	9:51:25 PM	1:00	\$10,000.00	Wed Reg 2	9:00 PM-10:00 PM	OBAMA :60S	1775	P-2		1	MWASH
				\$10,000.00							1	

Line: 33

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/15/12-09/21/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
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Advertiser: Obama/D/President
Agency: Greer Margolis Mitchell
Station: WKRC-TV
Order: 56658

Line: 33											
09/21/12	Friday	:28:00 PM	1:00	\$5,000.00	Fri Reg 3	10:00 PM-11:00 PM	OBAMA :60S	1775	P-2	1	MWASH-
				\$5,000.00							1
Line: 34											
09/16/12	Sunday		1:00	\$2,800.00	Sun Reg 1	7:00 PM-8:00 PM	OBAMA :60S	1775	P-3	1	MWASH-
				\$2,800.00							1
Line: 35											
09/16/12	Sunday	1:58:26 AM	1:00	\$2,400.00	OFA-12- NFL Today	12:00 PM-1:00 PM	OBAMA :60S	1775	P-3	1	MWASH-
				\$2,400.00							1
Line: 36											
09/16/12	Sunday	2:40:43 PM	1:00	\$30,000.00	OFA-12- Bengals vs Cleveland	(1:00:00 PM-4:00:00 PM)	OBAMA :60S	1775	P-2	1	MWASH-
				\$30,000.00							1
Line: 37											
09/15/12	Saturday	9:09:59 PM	1:00	\$1,200.00	OFA-12- SEC Football	(3:30:00 PM-7:00:00 PM)	OBAMA :60S	1775	P-3	1	MWASH-
				\$1,200.00							1
				\$94,110.00							56
				\$94,110.00							56
				\$94,110.00							56
				\$94,110.00							56
				\$94,110.00							56
				\$94,110.00							56

[Filtered by:] [Sorted by: Station]